



# Marketing Your Recovery Support Services





#### MARKETING:

Creating and maintaining relationships that will sustain your organization and contribute to positive social change.

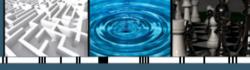




#### Why Market?

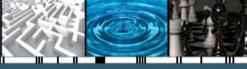
- 1. Attract clients
- 2. Engage stakeholders
- 3. Increase funding
- 4. Address community need(s)





## 4 RULES for Effective Marketing





#### Rule #1 - Know Yourself

Know your mission and goals. Engage in on-going Strategic Planning.

Know your competition.

Be able to tell your story succinctly and effectively.

Project positive identity.

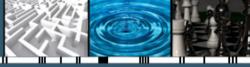




### Rule #2 – Know Your Audience

Good and effective communication is simply, being understood.





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Who are you communicating to? What do they need to know?

Focus on Audience Benefits.





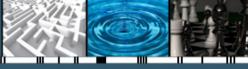
## Rule #3 – Be Culturally Competent

Make Cultural Connections

- Use images and/or pictures that are
  - relevant to your audience.
- Different languages require different brochures. Not a line-by-line

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#### Rule #4 - Be Succinct

Remember your elevator speech.

K.I.S.S.

"A picture paints a thousand words." Sometimes silence is on your side.